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Artículos Científicos

Impacto de la Experiencia de Compra Online en el Engagement Online del Consumidor del Sector Moda de la Ciudad de Aguascalientes

*Impact of the Online Shopping Experience on the Online Engagement of the
Consumer in the Fashion Industry in the City of Aguascalientes*

*Impacto da Experiência de Compras Online no Engajamento Online do
Consumidor no Setor de Moda da Cidade de Aguascalientes*

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Resumen

La presente investigación tuvo como objetivo general estudiar la relación entre la experiencia de compra *online* y el *engagement online* del consumidor del sector moda de la ciudad de Aguascalientes. Primero se presentan los aspectos más relevantes encontrados en la revisión de la literatura teórico-empírica. Y posteriormente se plantea, mediante el diseño de un modelo teórico, la posible relación directa y positiva entre las siguientes variables: experiencia de compra *online* y *engagement online*. El tipo de investigación que se realizó fue no experimental, de corte transversal y cuyo alcance fue correlacional-causal, lo que llevó a desarrollar un estudio empírico. La aplicación de un cuestionario a 440 jóvenes de 20 a 34 años de edad permitió obtener datos cuantitativos que fueron analizados con el *software* SPSS y modelizados a través de la técnica de ecuaciones estructurales para efectuar la contrastación de las hipótesis de investigación. Los resultados obtenidos establecieron una influencia directa y positiva de la experiencia de compra *online* sobre el *engagement online*. En otras palabras, la experiencia de compra *online* generada por los sitios web explica el *engagement online* de los consumidores del sector moda de la ciudad de Aguascalientes.

Palabras claves: *e-commerce*, *engagement online*, experiencia de compra *online*, *marketing* digital, moda.

Abstract

The general objective of this research was to study the relationship between the online shopping experience and the online engagement in the fashion sector of the city of Aguascalientes, Mexico. First, the most relevant aspects found in the review of the theoretical-empirical literature are presented. And later, through the design of a theoretical model, the possible direct and positive relationship between the following variables is raised: online shopping experience and online engagement. The type of research carried out was non-experimental, cross-sectional and whose scope was correlational-causal, which led to the development of an empirical study. The application of a questionnaire to 440 young people between 20 and 34 years of age allowed obtaining quantitative data that were analyzed with the SPSS software and modelled through the technique of structural equations to carry out the contrasting of the research hypotheses. The results established a direct and positive influence of the online shopping experience on online engagement. In other words, the online

shopping experience generated by the websites explains the online engagement of consumers in the fashion sector of the city of Aguascalientes.

Keywords: e-commerce, online engagement, online shopping experience, digital marketing, fashion.

Resumo

O objetivo geral desta pesquisa foi estudar a relação entre a experiência de compra online e o engajamento online do consumidor no setor de moda da cidade de Aguascalientes. Primeiramente, são apresentados os aspectos mais relevantes encontrados na revisão da literatura teórico-empírica. E posteriormente, através do desenho de um modelo teórico, levanta-se a possível relação direta e positiva entre as seguintes variáveis: experiência de compra online e engajamento online. O tipo de investigação realizada foi não experimental, transversal e de âmbito correlacional-causal, o que conduziu ao desenvolvimento de um estudo empírico. A aplicação de um questionário a 440 jovens entre 20 e 34 anos permitiu a obtenção de dados quantitativos que foram analisados com o software SPSS e modelados por meio da técnica de equações estruturais para realizar o contraste das hipóteses de pesquisa. Os resultados obtidos estabeleceram uma influência direta e positiva da experiência de compra online no engajamento online. Em outras palavras, a experiência de compra online gerada pelos sites explica o engajamento online dos consumidores do setor de moda da cidade de Aguascalientes.

Palavras-chave: e-commerce, engajamento online, experiência de compra online, marketing digital, moda.

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Introduction

The global growth of electronic commerce in recent years has been exponential. Irala (January 2, 2018) mentions that online shopping is becoming a common practice and with a greater penetration in the world population. In the world there are approximately 1.6 billion users who have made purchases on the Internet and have invested almost 2 trillion dollars, a figure that is estimated to double by this year 2020 (Irala, January 2, 2018).

In particular, the evolution of electronic commerce in Mexico has also been on the rise. According to the provisions of the 2017 Buyer Experience Study, prepared by comScore (2017), the figure of 17.63 billion dollars was reached in 2016. In addition, as of September 2017, 75% of Mexican Internet users They had made a purchase over the Internet in the last three months, which represents a growth of 4% compared to the previous year, according to the same source.

It is important to specify that, following comScore (2017), 40% of the products offered online correspond to the category of clothing and accessories. Likewise, the Central region, to which the state of Aguascalientes belongs, is the one that most developed in the fashion sector (32%), according to the Mexican Association for Online Sales [AMVO], Elogia and Netquest (2018). From 2016 to date, it has been the category that the consumer acquires the most on the Internet compared to the total of categories (59%), followed by digital downloads (48%) and the purchase of tickets for events (36%). (comScore, 2017). Along the same lines, this category of clothing and accessories registered an increase in the incidence of online shopping in 2017 compared to 2016 of 6% (comScore, 2017). On average, shoppers spend \$ 1,699 to purchase fashion items (AMVO, Elogia y Netquest, 2018).

But this sector is not only important in the online environment. According to the National Institute of Statistics and Geography [Inegi] (2018), at the national level the textile and clothing industry is one of the most important, since it contributes 2.7% to gross domestic product (GDP) and produces 10.3% of GDP in the manufacturing sector. Thus, since it contributes greatly to the economy and the expansion of electronic commerce in Mexico and particularly in Aguascalientes, because it is the category in which the consumer invests more frequently online, which attracts investors and This, in turn, favors increased competition, the fashion sector gaining relevance seldom dimensioned.

The foregoing despite the fact that the challenge that it represents for fashion brands to market their products in an online environment is notable, since they are products with a

hedonic value, whose characteristics are symbolic and experiential (López, 2017), which does that the optimization of the user experience should be handled as a strategic element of great importance (Sádaba, 2015, cited in López, 2017), due to the consumer's need to have physical contact with the product in order to make a decision purchase (Blázquez, 2014).

Given the aforementioned technological context, according to López (2017), the competitive and globalized environment in which companies are immersed has made it difficult to develop business strategies that guarantee their success and permanence in the market in the long term.

In this sense, strategically an online shopping experience should seek a usefulness and ease of use of the website, but also favor the pleasure and entertainment of consumers during the purchase process (Koufaris, 2002). In such a way that both factors improve their perception of the total experience and, as a consequence, the probability of purchase and spending increases, as well as the recommendation to family and friends (Grewal, Levy and Kumar, 2009). And even more: a greater long-term commitment is triggered by the client (López, 2017).

Based on the above, this research focuses on in-depth understanding of online consumer behavior through an empirical study. The objective is to study the relationship between the online shopping experience and the online engagement of the consumer in the fashion sector of the city of Aguascalientes. The variables that make up the proposed theoretical model are: online shopping experience and online engagement. In this model, the possible relationships between these variables are established, which are supported by the scientific literature consulted.

Therefore, based on the objective set for carrying out this research, we sought to answer the following question:

- How are the online shopping experience and online engagement of the consumer in the fashion sector in the city of Aguascalientes related?

Theoretical framework

The scientific literature consulted indicates that the online shopping experience is treated from various points of view, which makes it inconsistent in terms of its definition and explanation of the concept (Rose, Clark, Samouel and Hair, 2012). For the purposes of this research, the definition of online shopping experience will be adopted as the one proposed by Trevinal and Stenger (2014), who affirm that it is a holistic and subjective process that results from the interactions between the consumers themselves and the online environment (sites e-commerce website, opinions or product ratings of other users, social networks, etc.).

As a complement to the aforementioned definition, Rose et al. (2012) propose ten antecedent variables, namely: skill, level of challenge, telepresence, interactive speed, perceived control, connectivity, customization, ease of use, aesthetics and perceived benefits. These variables, in turn, are formative of two components or states of the online shopping experience: cognitive experiential state and affective experiential state.

On the other hand, engagement is a relatively new concept in the field of marketing (Brodie, Ilic, Juric and Hollebeek, 2013). Although it began to be studied in 2005 with some works such as that of Patterson, Yu and Ruyter (2006), who studied consumer engagement in the field of services, so far there is no broad theoretical basis. Precisely, Vivek, Beatty and Morgan (2012) and Brodie et al. (2013) highlight that despite the wide use of this term related to trademarks, the review of the academic literature reveals that there is no consensus on its semantic nature, nor is there any consensus on its dimensions.

In any case, for the purposes of this research, online engagement is characterized as a vehicle for creating and maintaining relationships between the consumer and the company. It is a psychological state that occurs under certain conditions that depend on the context in which the interactive and co-creative experiences of consumers with a brand take place, whether on a website or other computer-mediated entities. And it generates different levels of commitment within service relationships that create value beyond the purchase (Brodie, Hollebeek, Juric and Ilic, 2011; Hollebeek, 2011; Mollen and Wilson, 2010; Patterson et al., 2006; Van Doorn et al., 2010; Vivek et al., 2012).

Thus, according to Calder, Malthouse and Schaedel (2009), online engagement is a second-order construct made up of two first-order ones: personal and social-interactive; and multidimensional: stimulation and inspiration, social and temporal facilitation, self-esteem and civility, intrinsic, utilitarian enjoyment, participation and socialization and community.

Materials and methods

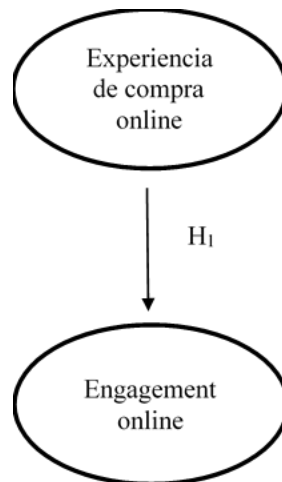
The methodological process used starts from the review of the existing scientific literature with the aim of identifying the research problem and proposing the objectives and hypotheses to be tested, which led to the establishment of the theoretical model on which this research is focused.

From the review of the literature of theoretical-empirical studies, the following hypothesis was raised:

H1: The online shopping experience has a direct and positive influence on the online engagement of the consumer in the fashion sector of the city of Aguascalientes.

As a result, a theoretical model is proposed that guides this research and graphically raises the possible relationship between the variables studied. Said model must be empirically contrasted (figure 1).

Figura 1. Modelo general de la investigación



Fuente: Elaboración propia

Table 1 shows the technical information of the empirical research, while Table 2 and 3 show the items by variable that were used in the applied questionnaire.

Tabla 1. Ficha técnica de la investigación

Naturaleza de la investigación	Cuantitativa correlacional-causal y transversal.
Técnica de recolección	Encuesta electrónica con aplicación de cuestionario estructurado cuyo muestreo fue por bola de nieve.
Ámbito geográfico	Ciudad de Aguascalientes
Población	1266 consumidores <i>online</i> de 20 a 34 años de edad del sector moda de la ciudad de Aguascalientes.
Sujeto de estudio	Consumidores online de 20 a 34 años de edad del sector moda de la ciudad de Aguascalientes.
Muestra	440 personas
Prueba piloto	Aplicación del instrumento a 10 consumidores.
Investigación cuantitativa	Aplicación del instrumento conformado por escalas de medición tipo Likert de cinco puntos y una sección de información general.
Recolección de datos y trabajo de campo	Encuesta electrónica aplicada en el mes de septiembre de 2019.
Análisis de datos	<p>Se utilizó el <i>software</i> SPSS 23.0 y EQS 6.4.</p> <p>Se realizaron análisis descriptivos de la muestra utilizada.</p> <p>También se realizó un análisis factorial confirmatorio para efectuar la comprobación de la fiabilidad y validez del instrumento utilizado.</p> <p>Y un modelaje a partir de la técnica de ecuaciones estructurales para efectuar la contrastación de las hipótesis de investigación.</p>

Fuente: Elaboración propia

Tabla 2. Ítems Experiencia de compra online

Me considero conocedor de buenas técnicas de búsqueda para comprar en este sitio web.
Soy extremadamente hábil para comprar en este sitio web
Sé cómo encontrar lo que estoy buscando cuando hago compras en este sitio web.
Sé algo más que la mayoría de los usuarios sobre las compras en este sitio web.
El uso de este sitio web me reta a realizar mi trabajo lo mejor que pueda.
Considero que el uso de este sitio web extiende mis capacidades a mis límites.
Usar este sitio web me desafía.
Usar este sitio web es una buena prueba de mis habilidades.
El uso de este sitio web crea un mundo nuevo para mí, y este mundo de repente desaparece cuando dejo de navegar.
Me olvido de mi entorno inmediato cuando uso este sitio web.
Este sitio web a menudo me hace olvidar dónde estoy.
Después de comprar en este sitio web, siento que vuelvo al "mundo real" después de un viaje.
Las páginas en este sitio web generalmente se cargan rápidamente.
Interactuar con este sitio web es rápido.
Cuando uso este sitio web, hay poco tiempo de espera entre mis acciones y la respuesta del sitio web.
Es una ventaja cuando el contenido de este sitio web está parcialmente influenciado por la comunidad que lo usa.
Poder conectarse con otros consumidores que comparten intereses similares en el mismo producto es una característica positiva de este sitio web.
Poder compartir comentarios sobre mis experiencias de los productos con otros consumidores en este sitio web es una característica importante para mí.
Ver las recomendaciones de productos de otros consumidores que usan este sitio web es útil.
Este sitio web debería sentir que me está hablando personalmente como cliente.
El requisito de iniciar sesión en este sitio web me hace sentir reconocido como cliente.
Es importante para mí que este sitio web se sienta como mi área personal cuando lo uso.
Me gusta cuando puedo personalizar este sitio web a mi gusto.
La navegación es rápida y fácil cuando compro en este sitio web.
Este sitio web me permite comprar fácilmente lo que quiero.
Es fácil confiar en este sitio web.
Este sitio web es fácil de usar.
Aprender a navegar en este sitio web no me lleva demasiado tiempo.
Siento el control de lo que estoy haciendo cuando compro en este sitio web.
Puedo controlar fácilmente la información que se proporciona en este sitio web.
Siento que puedo controlar el uso que hago de la información en este sitio web.
El nivel de información proporcionado por el sitio web me ayuda a sentir control de mi decisión de compra.
La estética de este sitio web promueve una percepción de calidad.
La marca de este sitio web debe ser coherente con mi actual percepción de esta empresa.
Demasiada publicidad de terceros no es útil cuando se realizan compras en este sitio web.
La apariencia del sitio web es importante cuando se realizan compras.
Puedo aprender qué productos son adecuados para mis necesidades en comparación con

otros productos competidores navegando por este sitio web.
Con este sitio web puedo averiguar lo que quiero saber antes de comprar en línea.
Al revisar la información provista por este sitio web, puedo estar seguro que tomé la mejor decisión de compra.
La conveniencia de comprar en este sitio web es un beneficio clave.
Al comprar en este sitio web me he sentido totalmente concentrado en lo que estaba haciendo.
Al comprar en este sitio web he perdido la noción del tiempo.
Mientras compraba en este sitio web estaba completamente inmerso en la experiencia de compra.
Mientras compraba en este sitio web me he olvidado de todo lo demás.
Infeliz
Descontento/a
Molesto/a
Triste
Desilusionado/a
Aburrido/a
Decaído/a
Exaltado/a
Desinteresado/a
Nervioso/a
Pasivo/a
Indiferente

Fuente: Elaboración propia

Tabla 3: Ítems Engagement Online

Este sitio web me inspira en mi propia vida.
Este sitio web me hace pensar en cosas de manera innovadora.
Este sitio web estimula mi pensamiento sobre muchos temas diferentes.
Este sitio web me hace una persona más interesante.
Algunas historias en este sitio web me tocan profundamente.
Menciono cosas que he visto en este sitio web en conversaciones con muchas otras personas.
Este sitio web a menudo me da algo de qué hablar.
Uso argumentos de este sitio web en discusiones o intercambios de opiniones con personas que conozco.
Es parte de mi rutina.
Este es uno de los sitios web a los que voy siempre que estoy navegando por la web.
Lo uso como una parte importante para recibir mis noticias del día.
Me ayuda a comenzar mi día en la mañana.
Usar este sitio web me hace sentir como un mejor ciudadano.
El uso de este sitio web hace una diferencia en mi vida.
Este sitio web refleja mis valores.
Me hace más parte de mi comunidad.
Soy una mejor persona cuando uso este sitio web.

Visitar este sitio web es un placer para mí.
Ir a este sitio web mejora mi estado de ánimo, me hace más feliz.
Me gusta navegar y relajarme en este sitio web.
Me gusta ir a este sitio web cuando estoy comiendo o tomando un descanso.
Mientras estoy en este sitio web, no pienso en otros sitios a los que podría ir.
Este sitio web me ayuda a tomar buenas decisiones de compra.
Aprendes cómo mejorar tus decisiones en este sitio web.
Este sitio web proporciona información que me ayuda a tomar decisiones importantes.
Este sitio web me ayuda a administrar mejor mi dinero.
Doy consejos y sugerencias a las personas que conozco con base en las cosas que he leído en este sitio web.
Hago bastante socialización en este sitio web.
Contribuyo a la conversación en este sitio web.
A menudo me siento culpable por la cantidad de tiempo que dedico a socializar en este sitio web.
Probablemente debería recortar la cantidad de tiempo que dedico a socializar en este sitio web.
Estoy tan interesado en los comentarios de otros usuarios como en el contenido habitual de este sitio web.
Una gran razón por la que me gusta este sitio web es lo que recibo de otros usuarios.
Este sitio web hace un buen trabajo al hacer que sus visitantes contribuyan o proporcionen comentarios.
Me gustaría conocer a otras personas que visitan regularmente este sitio web.
Me he interesado en cosas que comentan otras personas en este sitio web y que no podría obtener en otros sitios.
En general, los visitantes de este sitio web tienen bastante conocimiento sobre los temas que comentan para que pueda aprender de ellos.

Fuente: Elaboración propia

Results

Once the results of the descriptive statistics of some variables have been obtained and analyzed, the profile of the online consumer in the fashion sector of the city of Aguascalientes can be described.

Thus, the consumer's gender is defined as female, between 20 and 24 years of age, with a bachelor's or engineering education and an approximate monthly income between \$ 0 and \$ 6799.00. In the last six months she bought two to five times, mainly for comfort and practicality, variety of products and for the promotions of these. You prefer to shop on your own from a smartphone once you are at home. He mainly buys clothes in stores like Amazon, MercadoLibre and Shein. Invest in it an amount of \$ 201.00 to \$ 1000.00.

Now, after carrying out the reliability and validity tests of each of the scales used, and

that make up the proposed theoretical model, the results obtained are presented according to the analysis of the system of structural equations (SEM), through the maximum likelihood method, for which the EQS 6.4 and SPSS 23.0 software were used. The results obtained are given based on the statistical treatment of the sample corresponding to 440 research subjects.

Next, Table 3 shows the results of the structural analysis in terms of the direct effects between the variables that make up the theoretical model in a global way in correspondence with the hypothesis proposed in the present investigation.

Tabla 3. Efectos directos entre las variables que conforman el modelo teórico

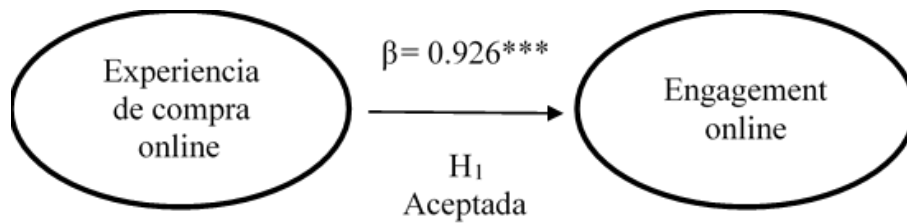
Hipótesis	Relación estructural	Coefficiente estandarizado (B)	Valor <i>t</i>	Criterio
H ₁	Experiencia de compra <i>online</i> Engagement <i>online</i>	0.926***	6.602	Aceptada
N = 440; *** <i>p</i> < 0.01; ** <i>p</i> < 0.05; * <i>p</i> < 0.1 S-B X ² (<i>p</i>) = 15842.259 (0.00000); df = 7187; NFI = 0.741; NNFI = 0.822; CFI = 0.837; IFI = 0.840; GFI = 0.621; AGFI = 0.578; RMSA = 0.052.				

Fuente: Elaboración propia

In this way, a direct and positive influence of the online shopping experience on online engagement can be established. As a result, the following is obtained: $\beta = 0.926$, with a $p < 0.001$, conclusive from a value of $t = 6.602$, which is highly significant. In other words, the online shopping experience generated by the websites explains 92.6% of the online engagement of consumers in the fashion sector in the city of Aguascalientes. According to the previous values, these make it possible to accept the hypothesis.

In Figure 2 the model is presented graphically with the values of the direct effect of the variable according to the aforementioned table.

Figura 2. Relación experiencia de compra *online-engagement online*



***con t= 6.602 asociada a p < 0.001

Fuente: Elaboración propia

Another evaluation criterion of the proposed model is the use of the determination coefficient (R^2). According to this, there is a substantial relationship between online engagement and the online shopping experience (0.8574), where the latter is explained in 85.74% by the latter (see table 4). When studying these data, there is sufficient empirical evidence of the consistency of the proposed model with respect to the theory referred to in this research.

Tabla 4. Resultados R^2 obtenidos a partir del análisis estructural del modelo

Variables explicativas	Variable explicada	R^2
Experiencia de compra <i>online</i>	<i>Engagement online</i>	85.74%

Fuente: Elaboración propia

Discussion

The online shopping experience is a holistic and subjective process that results from interactions between consumers themselves and the online environment, either through the use of e-commerce websites, opinions or product ratings of other users, social networks, among others (Trevinal and Stenger, 2014). The results found here support this theory, since the shopping experience is individualized: none will be the same as someone else's and only through the consumer's interaction with the website can an online shopping experience be given.

On the other hand, Gentile, Spiller and Noci (2007) affirm that the consumer interprets the shopping experiences from a perspective, on the one hand, cognitive, involving conscious thoughts or mental processes, and on the other, affective, which implies the affective process of the consumer through the generation of moods, feelings and emotions

(Rose et al., 2012; Rose, Hair and Clark, 2011). Now, the repeated exposure of the consumer to a website causes the cognitive and affective processing of the sensory information emitted by it to form a cumulative impression on the memory over time, which establishes that the online shopping experience is the result of this (Rose et al., 2012).

These assertions are also in accordance with the results obtained, since it could be corroborated that both dimensions make up the construct of the online shopping experience proposed in this research, in addition to the fact that the items that make up each of them refer to those described by the theory. In fact, in recent years there have been several previous investigations that demonstrate a direct and positive relationship (Brodie *et al.*, 2013; Cheng, Yang y Chen, 2011; Grisseman y Stokburger-Sauer, 2012; Gummerus, Liljander, Weman y Pihlstrom, 2012; Ha e Im, 2012; Jaakkola y Alexander, 2014; Ki-Han y Jae-Ik, 2010; Kim y Park, 2013; Klaus, 2013; Kumar *et al.*, 2010; Maklan y Klaus, 2011; O´Cass y Carlsson, 2010; Shobeiri, Mazaheri y Laroche, 2014; Tran, Strutton y Taylor, 2012; Trevinal y Stenger, 2014; Van Doorn *et al.*, 2010; Wei, Miao y Huang, 2013; Won-Moo, Kwang-Ho y Kim, 2011; Wu, Lee, Fu y Wang, 2013).

In this sense, the results obtained in this study are in line with those of some authors who have concluded in their work that consumers, after making an online purchase, present positive responses, such as: a greater probability of visiting the site again e-commerce website in the future (Hausman and Siekpe, 2009; Koufaris, 2002), a greater purchase intention (Fiore and Kim, 2007; Ha and Im, 2012; Rose et al., 2012) and acts of recommendation or word of mouth about this experience (Cheng et al., 2011; Fiore and Kim, 2007; Ha and Im, 2012; Ki-Han and Jae-Ik, 2010; Kim and Park, 2013; Ladhari, 2007; O´Cass and Carlsson, 2010; Tran et al., 2012; Won-Moo et al., 2011; Wu et al., 2013). These responses are intrinsically present in some concepts of online engagement (Brodie et al., 2013; Grisseman and Stokburger-Sauer, 2012; Van Doorn et al., 2010).

Regarding online engagement, Brodie et al. (2011) define it as a vehicle for the creation and maintenance of relationships between the consumer and the company characterized by being a psychological state that occurs under certain conditions that depend on the context in which the interactive and co-creative experiences of consumers are developed with a mark, either on a website or other computer-mediated entities; Thus, different levels of commitment are generated within service relationships that create value beyond the purchase (Hollebeek, 2011; Mollen and Wilson, 2010; Patterson et al., 2006; Van

Doorn et al., 2010; Vivek et al. al., 2012).

The results achieved are in line with the previous statement. Indeed, online engagement is the result of the different sensory, affective, cognitive, social and behavioral experiences provided to the consumer through a brand's website. They also agree with the fact that this is a psychological state that creates relationships of value that go beyond the purchase, for example, making a website an inspiration for the consumer, talking with other people about the content of this, that browsing on it be part of your routine, that it relaxes you and that the experience is pleasant, see your values reflected and feel part of a community, so do not think about visiting a different website.

In addition to this, the results are compatible with those presented by Kumar et al. (2010), who point out that engagement is a deep and significant connection between the consumer and a brand, lasting over time and generated by transactions such as purchases. In this sense, the online shopping experience was the construct that most explains online engagement according to the data from the analysis of structural equations.

The findings found in this study indicate that companies in the fashion sector must create pleasant shopping experiences through the provision of the ten variables that serve as antecedents (skill, level of challenge, telepresence, interactive speed, perceived control, connectivity, customization, ease of use, aesthetics, perceived benefits) of the cognitive and affective experiential state to generate a positive impact on the online engagement of the consumer in the city of Aguascalientes. These results are consistent with the aforementioned scientific investigations. There is certainly a significant relationship between the variables in question here.

Although the data from this research largely coincide with various previous investigations, it is important to note that, when finding that the online shopping experience variable contributes a lot to online engagement, entrepreneurs immersed in electronic commerce should strengthen this variable if they want to generate engagement with the consumer.

In consideration of both the definitions and the results obtained in the present investigation, it can be shown that H1 is accepted. In other words, H1: the online shopping experience directly and positively influences the online engagement of the consumer in the fashion sector of the City of Aguascalientes.

On the other hand, it should be noted as the main limitations of the study that the

sector in which this was developed was only in fashion. As is already known, it focused on analyzing the last online shopping experience of the participant in the last six months, which does not reflect an accurate behavior of this, since factors such as the time elapsed, the lack of clarity in their emotions probably intervened. , little motivation and concentration at the time of answering the survey that influenced their opinion. Regarding the latter, it is considered that the length of the questionnaire can be a factor to discourage the objectivity of the responses and skew the information.

The sample comprised individuals between 20 and 34 years of age from the city of Aguascalientes, Mexico, which also limits the generalization of the results to subjects from other segments of the population. Additionally, snowball sampling can bias the data and have a non-representative sample.

As a result of the present investigation, some future lines of investigation are identified that could replicate the proposed model in a context of purchasing utilitarian goods, such as electrical appliances or health; or intangible assets such as courier and parcel, educational, financial or government services. This could lead to a comparative analysis of various business sectors that leads to generalize, now, the behavior of the online consumer.

On the other hand, in order to analyze the real behavior of the consumer, it is essential that the empirical research is carried out using instruments incorporated directly into the websites so that they are answered by the user immediately after having lived the experiences, without them being affected by other variables.

As another alternative, it is worth mentioning that in future research, in addition to the instrument applied, the consumer could undergo neuromarketing techniques to contrast their textual responses with those found unconsciously in the individual and thus measure their emotions in an unconscious way. more precise.

Conclusions

Based on the results obtained, practical proposals can be made to those companies that already carry out or want to carry out e-commerce of fashion items, and also to all those companies that sell their products through a website, regardless of the line of business. whoever they are. These recommendations will aim to improve the performance of organizations and obtain long-term sustainable competitive advantages in terms of the execution of online shopping experience and online engagement strategies.

In this sense, organizations must seek a state of "flow" in which the consumer is mentally immersed in the pleasure and enjoyment that makes an online purchase: generate a loss of notion of time, space and other things that pass around him. Due to the foregoing, websites must promote the consumer's ability to navigate and interact with them at the time of the purchase process. In the same way, the website should provoke a level of challenge in the user so that it does not seem boring to navigate there, that is, that it encourages him to put his skills to the test.

It is also important to mention that the most essential thing to strengthen the online shopping experience is that the consumer perceives the online environment as real, as if they were in a physical shopping space; create an alternate world to the real one capable of causing the Internet user to forget even their immediate surroundings. Likewise, guaranteeing an immediate response time of the website towards the user's actions allows to better experience the online shopping experience, since today users seek immediacy and promptness in a virtual environment.

As a complement to the above, the consumer today seeks to have control over the website of their choice; promotes that a website is capable of allowing you to share ideas and consumer experiences with other users who have similar interests, and even contribute to the generation of your own website content.

In the same way, it is highly valued by individuals that a website is personalized according to their needs, since, by adapting the information and content of this, it feels as if it speaks specifically to the user. This can be achieved from the moment the visitor registers, creates an account and a profile, that is, they are recognized by the brand by providing them with a personal area designed also to their liking.

Unquestionably, to the extent that the navigation, the search for information and the website's functionality are favorable for users, the online shopping experience will be improved, so companies should try to create intuitive websites, without so many windows that make that the consumer gets lost, design clear menus with the most relevant information at first glance, clarify the purchase process, generate trust in the transaction through well-defined purchasing policies or through payment mechanisms already guaranteed.

An essential part of creating a better experience is taking care of the aesthetics of the virtual environment, so brands should be careful in some factors such as the color used, both in the texts and in the background, the characteristics of the graphics, especially the quality

of the images, multimedia design and content arrangement, which, together, make the website interface design invite consumers to enjoy browsing, shopping and satisfying their needs. Also, the consumer states that too much advertising is not useful when making purchases, as it detracts from the quality of the website.

The user must perceive that he receives benefits when browsing and buying on a certain website. Said benefits can be in the option of being able to compare prices between the different products that are offered, the convenience of buying it for economic savings, time, ease of transaction or after-sales services, as well as the fun provided at the time of purchase. In the same way, the consumer values that the website is given an orientation about which products will really satisfy their needs, which can be achieved by reviewing the characteristics of the article, presenting a series of tips for its use in the one that highlights some advantages or disadvantages and the elaboration of a diagnosis of their needs through a form. All of the above will lead the user to clarify whether a certain product meets their needs before making the purchase.

In addition to strengthening these experiences, it is worth noting that the brands on their websites must generate an environment in which the consumer believes that the online context is their reality, that is, they forget about the offline world and navigate without worries in it. website in order to improve the online shopping experience. One of the alternatives that could be implemented in this involvement would be through the application of virtual reality systems, 3D visits, chats or conversation forums in real time with the user and with each other.

In addition to the above, you must implement strategies and tactics that allow you to challenge the user's capabilities, in other words, that browsing the website, when you are making the purchase process, does not become boring, tedious or without novelty. For this purpose, brands may consider incorporating gaming marketing strategies into their websites, a digital marketing tactic in which, in addition to improving the brand image, the customer database is increased and communities are created. The latter also with the purpose of providing the social experiences that the consumer is looking for and that were mentioned previously. This involvement is relevant because, by pushing their skills to the limit and motivating the consumer to continue browsing or complete their purchase, the online shopping experience could be increased.

Therefore, companies should seek to provide the aforementioned elements on a website to improve the online shopping experience. With this, an online engagement integrated by a personal engagement and a social-interactive one can be raised. The first will be achieved to the extent that the website is innovative, inspires the user to do different things or in an uneven way and its content touches her in the deepest part. In the same way, it can be manifested when the user mentions in their conversations things that they have seen on the website; In short, make it a topic to talk about or a box of arguments when exchanging opinions.

If an efficient online shopping experience is achieved, personal engagement can also be achieved through recurring navigation on the website as something routine and essential, in such a way that it contributes to the user to feel a better person and part of a community. . This last consumer reaction to a good online shopping experience is the one most closely related to this construct, that is, the online shopping experience strongly impacts the individual's self-esteem and civility.

On the other hand, to achieve a social-interactive engagement through the online shopping experience, it is necessary to achieve four important aspects: intrinsic, utilitarian enjoyment, participation and socialization and, finally, community. The first is manifested when the consumer presents pleasure when making the purchase on the website, improves their mood and even presents happiness, according to what is stated, they feel relaxed, they visit it when they have time spaces (hours of food and leisure) and do not think about visiting others. The second is observed when the user perceives that the website helps them make good purchasing decisions, better manage their money, and even allows them to guide other people about their purchases.

The next element is achieved when the consumer socializes on the website, talks and feels that they spend a lot of time on it, to the point of believing that they should reduce their browsing time. The last of these aspects is linked to the user's interest in the comments they may receive from other members of the community, even if they want to meet some personally because they feel they learn from them, as well as the content of the website because they consider that both this and the contributions of other users could not be obtained from another site.

It is also important for companies that the website ensures that it reflects the values of the consumer and makes them feel a better human being, so they must take care that all visual and auditory stimuli that can be provided to the consumer are in accordance with the philosophy of the client, otherwise, they will not generate engagement with it. If the consumer feels that the website is contributing to their growth as a person, then they will have more confidence in it to visit and buy. This can be achieved if organizations have a deep understanding of the profile of their market.

Do not forget that they should increase their strategies so that the consumer is interested in visiting the e-commerce website above all things, that they start their day by visiting it, receive news about it and make it part of their day to day, with the intention that through this an online engagement can be generated. In order to achieve the above, it is necessary for companies to carry out market research and make use of data mining to detect consumer needs and, in addition, through digital marketing and direct marketing strategies, send them news, advice, promotions and even design loyalty plans for potential buyers.

Finally, in compliance with the objective of the study, the relationship between the online shopping experience and online engagement is validated, since there is evidence that the online shopping experience exerts a positive, direct and significant influence on the consumer's online engagement.

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